

JCPENNEY CHARGES INTO SMARTWATCHES THIS HOLIDAY

Retailer unveils new Modern Bride® experience within rebranded fine jewelry department

PLANO, Texas – (Oct. 19, 2017) – The fine jewelry department at JCPenney [NYSE: JCP] just got a little brighter. Beginning Oct. 30, the Company is launching an innovative selection of smartwatches in 245 stores and JCPenney.com from top brands, including Samsung, LG and Garmin®, just in time for the holiday season. The Company has also rebranded its fine jewelry department to reflect its classic heritage and established history with a new trademark, *JCPenney Co. Fine Jewelry, Est. 1902*. Within the fine jewelry assortment, JCPenney has unveiled a reinvigorated Modern Bride concept that offers today’s bridal customers designer styles at a value. By highlighting the glittering selection and innovation found in its selection of fine jewelry and premium watches, the Company is underscoring the importance of its brick-and-mortar locations when attracting customers to stores for a unique, personalized experience.

“Fine jewelry is an extremely personal purchase, boasting some of the most loyal customers in our store. By bringing the latest trends in smartwatch technology into our assortment, we have the chance to attract new customers and introduce them to other areas inside JCPenney,” said Pam Mortensen, senior vice president of fine and fashion jewelry and watches at JCPenney. “Our research tells us that fine jewelry is one of the best opportunities for cross-shopping at JCPenney as shoppers may initially come in for a smartwatch, and then discover a captivating mix of fashion, beauty, salon, shoes and accessories. As JCPenney focuses on driving sales and increasing revenue per customer, fine jewelry is a shining opportunity amid an ever-changing retail environment.”

Tapping into Smartwatch Technology

Shoppers seek a blend of function and style when choosing a smartwatch, and the new assortment of wearables at JCPenney offers both at an incredible value. In select stores, smartwatches from Samsung, LG, Garmin, MisFit and Relic® will be presented as an interactive customer experience where shoppers are encouraged to touch, play and discover the features and benefits of each watch. To deliver the best service possible, JCPenney is developing an all-new Watch Professional program that will train fine jewelry associates on the technical aspects and characteristics of each brand, including the new smartwatch assortment. Prices for the innovative collection of wearables range from \$155 to \$349.99, with an expanded assortment available at JCPenney.com.

A Brilliant New Modern Bride Experience

The Modern Bride concept is a unique collaboration that started with Condé Nast in 2011, and is designed to offer an elevated shopping experience inside JCPenney that caters to today’s bridal customer. To match the sparkling diamonds found in this collection of engagement and wedding rings, the Modern Bride presentation has been refreshed in all JCPenney locations. Brides and grooms will find inspiring graphics, updated fixtures and glittering in-case presentations in a modern, fresh environment. Through Modern Bride, JCPenney can offer shoppers dazzling diamonds available in popular ring styles and settings. An all-new [engagement guide](#) highlights the expansive assortment of wedding jewelry found at JCPenney, including five collections within the Modern Bride concept.

New to Modern Bride this spring, the Company unveiled [Hallmark Bridal](#) featuring affordable, luxurious bridal jewelry for millennial couples with styles that can only be found at JCPenney. For the ultimate

fairy tale, [Enchanted Disney Fine Jewelry](#) is a magical addition to Modern Bride and incorporates the essence of some of Disney's most beloved masterpieces into elegant pieces for her wedding day and beyond.

Clear-Cut Training

JCPenney associates play an extremely important role in helping a customer choose the perfect ring, which is why the Company has revamped its comprehensive training program for fine jewelry professionals. Associates are specially trained and educated on the quality and characteristics of the diamonds, gemstones and precious metals found in collections throughout the department, and the updated training tools provide the product knowledge needed to strengthen and refine the associate's ability to provide the best customer service possible.

"The wedding ring purchase is a gateway to the rest of the store and Modern Bride represents a significant opportunity to develop a life-long customer relationship as she gets married, buys a house and starts a family. She is a budget-conscious customer and comes to JCPenney for the value that we offer – without sacrificing design or quality. We already know that Modern Bride customers shop twice as often and spend significantly more than the average JCPenney shopper, and this beautiful new fine jewelry experience will introduce more brides and grooms to JCPenney," added Mortensen.

For images of the JCPenney Co. Fine Jewelry department, along with product images, please visit: http://www.jcpnewsroom.com/news-releases/2017/1019_smart_watches_modern_bride.html

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About JCPenney:

J. C. Penney Company, Inc. (NYSE: JCP), one of the nation's largest apparel and home furnishings retailers, combines an expansive footprint of approximately 875 stores across the United States and Puerto Rico with a powerful e-commerce site, jcp.com, to connect with shoppers how, when and where they prefer to shop. At every customer touchpoint, she will get her Penney's worth of a broad assortment of products from an extensive portfolio of private, exclusive and national brands. Powering this shopping experience is the customer service and warrior spirit of over 100,000 associates across the globe, all driving toward the Company's three strategic priorities of strengthening private brands, becoming a world-class omnichannel retailer and increasing revenue per customer. For additional information, please visit jcp.com.

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